7/15/87 A9095-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(This month Versus Same Month Last Two Years)

REPORT FOR MONTH OF MAY 1987

(Number of companies reporting this month 45)

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
SHIPMENTS						
MONTH						
1987	359.2	+51.4	+16.7			
1986	307.8	-71.0	-18.7			
1985	378.8					
CUMULATIVE YTD						
1987	1554.8	+96.3	+6.6			
1986	1458.5	-182.4	-11.1			
1985	1640.9					
ORDERS RECEIVED UNCONFIRMED ORDERS ARE NOT INCLUDED						
MONTH						
1987	439.1	+40.0	+10.0			
1986	399.1	+53.4	+15.4			
1985	345.7					
CUMULATIVE YTD						
1987	3394.9	-8.1	-0.2			
1986	3403.0	-599.0	-15.0			
1985	4002.0					

NOTE: + SIGNIFIES INCREASE OVER PRIOR YEAR. -SIGNIFIES DECREASE.

Compiled By:
The NPD Group

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.

DOLLAR TREND BY MONTH MAY 1987

(Millions of Dollars)

	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Y.T.D. AVG.
SHIPMENTS													
1987 MONTHLY	178.7	305.2	429.7	282.0	359.2								311.0
1986 MONTHLY	158.1	293.3	391.1	308.2	307.8	486.5	236.2	456.4	630.9	426.7	388.9	204.1	291.7
1985 MONTHLY	219.4	312.5	418.8	311.4	378.8	442.5	303.3	503.9	693.1	465.8	367.8	195.0	328.2
1987 CUMULATIVE YTD	178.7	483.9	913.6	1195.5	1554.8								
1986 CUMULATIVE YTD	158.1	451.4	842.5	1150.7	1458.5	1945.0	2181.2	2637.6	3268.5	3695.2	4084.1	4288.2	
1985 CUMULATIVE YTD	219.4	531.9	950.7	1262.1	1640.9	2083.4	2386.7	2890.6	3583.7	4049.5	4417.3	4612.3	
ORDERS RECEIVED*													
1987 MONTHLY	657.4	831.4	912.9	554.2	439.1								679.0
1986 MONTHLY	827.8	674.6	958.3	543.2	399.1	391.3	145.4	275.5	250.3	78.2	169.4	469.0	680.6
1985 MONTHLY	1273.5	849.1	862.3	671.4	345.7	393.1	301.6	216.5	194.1	92.2	96.4	348.5	800.4
1987 CUMULATIVE	657.4	1488.8	2401.7	2955.8	3394.9								
1986 CUMULATIVE	827.8	1502.4	2460.7	3003.9	3403.0	3794.3	3939.7	4215.2	4465.5	4543.7	4713.1	5182.1	
1985 CUMULATIVE	1273.5	2122.6	2984.9	3656.3	4002.0	4395.1	4696.7	4913.2	5108.1	5206.3	5296.3	5645.2	
CANCELLATIONS													
1987 MONTHLY	14.6	27.8	21.4	50.4	51.1								33.0
1986 MONYHLY	17.8	38.8	21.4	21.2	60.0	76.9	52.9	94.2	112.7	116.6	73.2	25.7	31.8
1985 MONTHLY	18.9	26.5	41.3	38.7	138.0	45.7	53.4	80.0	103.1	119.0	144.7	26.7	52.7
ORDERS ON HAND (END OF MONTH)													
1987	873.9	1382.5	1662.0	2138.6	1654.7								1542.4
1986	1026.5	1364.8	1918.1	2131.9	2161.1	2008.8	1865.1	1581.9	1090.3	615.4	326.1	565.3	1720.5
1985	1222.5	1736.9	2142.1	2465.6	2292.4	2199.4	2144.3	1766.1	114.66	673.0	252.8	379.6	1971.9

*UNCONFIRMED ORDERS ARE NOT INCLUDED.

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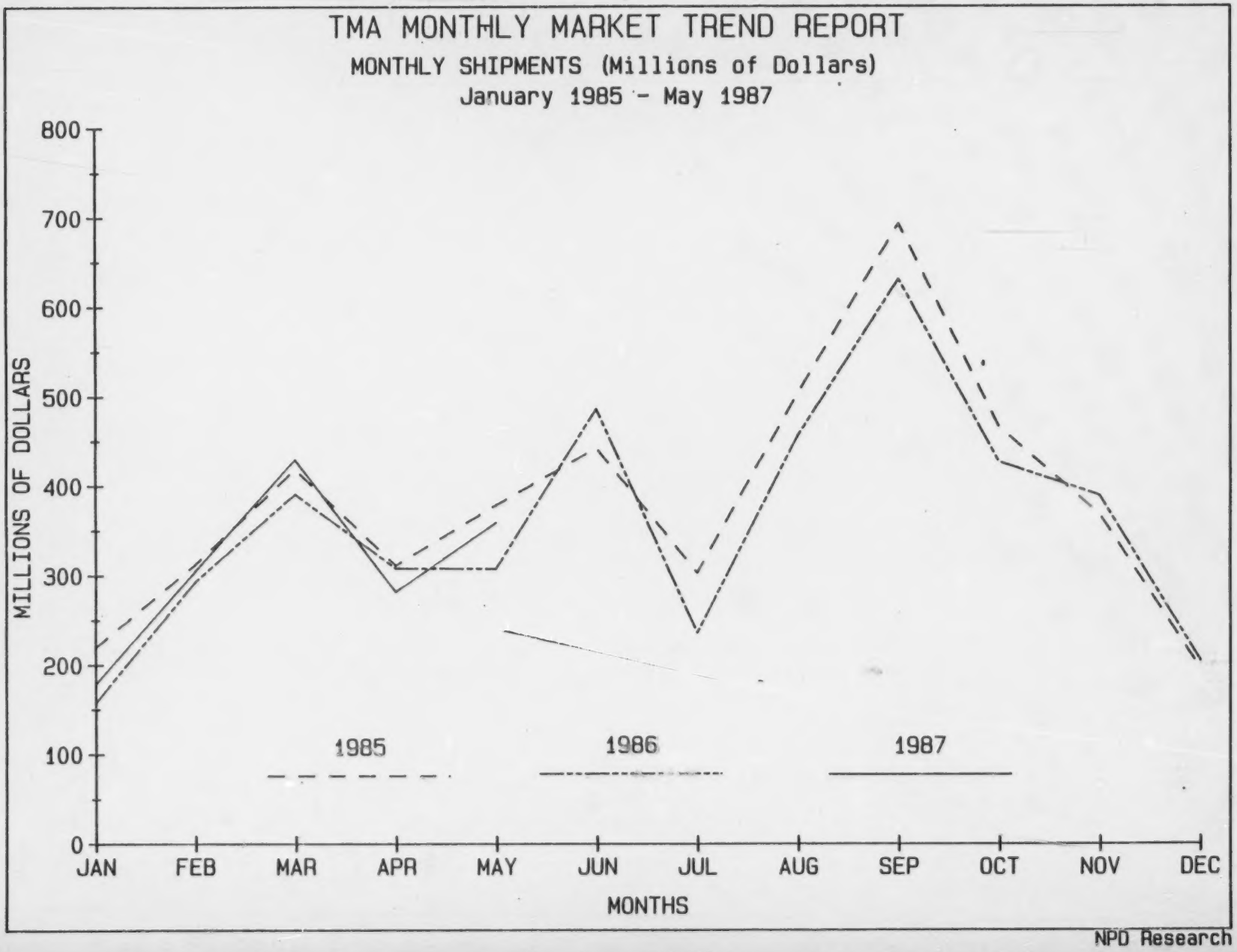
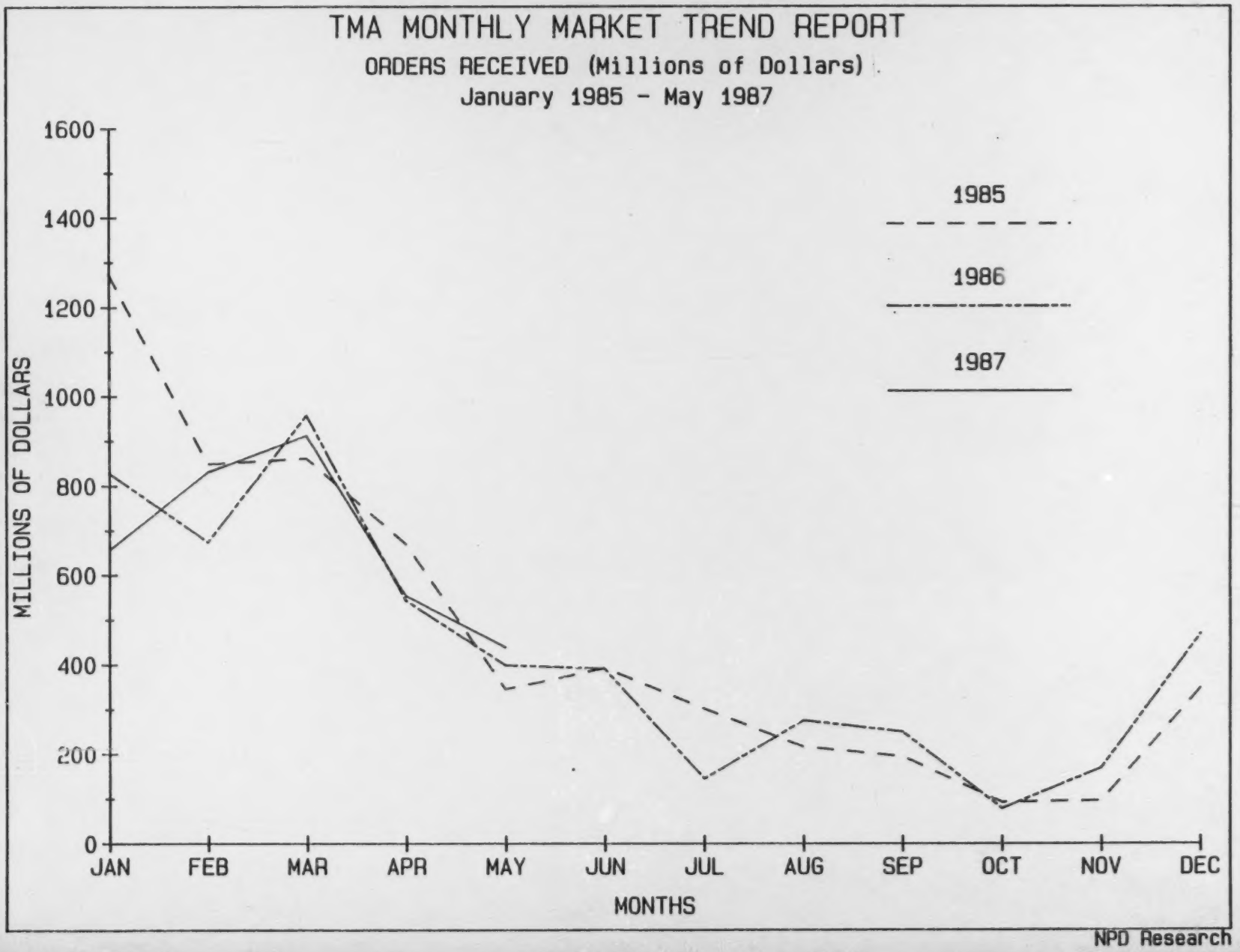

TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
January 1985 - May 1987
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
January 1985 - May 1987
1600
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1985
1986
1987
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
NPD Research

COMPANIES PARTICIPATING - 45 - MAY 1987

	THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO		THIS MONTH	YEAR AGO
BACHMANN INDUSTRIES	X	X	HEDSTROM	X	X	PARKER BROTHERS	X	X
BANDAI AMERICAN	X	X	H-G TOYS	X	X	PLACO	X	X
BARR	X	X	KENNER	X	X	PLAYMATE TOYS	X	X
BLAZON-FLEXIBLE FLYER	X	X	KRANSCO	X		POWER WHEELS		X
CADACO	X	X	LEGO	X	X	PRESSMAN TOY	X	X
CHILTON GLOBE	X	X	LIONEL	X	X	PROCESSED PLASTIC	X	X
COLECO	X	X	LITTLE TIKES	X	X	PROLL	X	X
COLORFORMS	X	X	MATCHBOX (USA)	X		R. DAKIN	X	X
DOLLY TOY	X	X	MATTEL	X	X	ROADMASTER	X	X
EDEN TOYS	X	X	MIGHTY STAR	X	X	SANITOY	X	X
EMPIRE OF CAROLINA	X	X	M & S SHILLMAN	X	X	SCG TOY		
ERTL	X	X	MONOGRAM	X	X	SKILCRAFT	X	X
FISHER PRICE	X	X	NATIONAL LATEX	X	X	STEVEN	X	X
GOLDBERGER DOLL	X	X	OHIO ART	X	X	STROMBECKER CORP	X	
HASBRO	X	X	PARK PLASTICS	X	X	TONKA	X	X
						TYCO	X	X
						REVELL	X	

NOTE: SCG TOYS WILL NO LONGER BE INCLUDED IN DATA
POWER WHEELS IS NOT PARTICIPATING THIS MONTH
DATA FOR REVELL, INC. IS BEING INCLUDED AS OF MAY 1987 DATA